

Agency Texting Setup

How to switch texting on for your agency, what carriers require before you can send, and what your agents get once it is live.

What this guide covers

Texting in EnrollHere is a carrier registration, not a setting. US mobile carriers require you to register who you are and what you intend to send, and they enforce it with filtering, not warnings. An unregistered message does not bounce with an error. It disappears. Work the steps below in order.

STEP	WHERE	DONE WHEN	GO TO
Register the brand	10DLC Registration › Brand	Brand status reads Approved	Section 3
Register a campaign	10DLC Registration › Campaign	Campaign reaches MNO Provisioned	Section 4
Assign numbers	10DLC Registration › Numbers	Every number reads Active	Section 5
Set the STOP disclosure	Each texting line	A mode is set on every line	Section 7
Set line visibility	Each texting line	Each line fits the team that works it	Section 10
Send a test	A phone you control	The message arrives	Section 11

FIRST DISTINCTION

Texting is not pooled. Voice scales by adding numbers to a Number Pool. Texting scales by registering another campaign, each with its own approval. Plan texting around use cases, not number counts.

1. Texting is campaign-based, not pooled

For SMS, numbers are registered to a 10DLC campaign. The campaign is the unit carriers approve and the thing your numbers hang off. There is no pool object, no rotation setting, and nothing to add agents into. Within a campaign you control which number sends, but the grouping is the registration itself.

	VOICE (NUMBER POOLS)	TEXTING (10DLC CAMPAIGNS)
What groups the numbers	A Number Pool on the campaign, or a Number List	A registered 10DLC campaign
Who approves it	Nobody outside EnrollHere	The Campaign Registry and the mobile carriers
How many numbers	As many as you buy	Capped per campaign (Section 6)
Number in two groups	Yes, a number can sit on multiple lists	No, one number sends on one campaign
Time to add a number	Immediate	Assignment plus carrier propagation
Agents assigned to it	Yes, agents attach to queues and campaigns	No, there is nothing to add agents into

WHAT THIS MEANS

You cannot solve texting throughput by buying more numbers the way you solve dialing throughput. Each use case is a separate campaign registration with its own approval.

2. Before you register

Registration fails most often on details that are wrong, not missing. Collect these first and check them against the source, not from memory. The notes below are practical guidance from registrations we have seen, not settings inside the product.

ITEM	WHAT TO WATCH FOR
Legal business name	Must match your Secretary of State record character for character. A trailing comma before LLC is a real rejection reason.
EIN	The nine-digit federal number, entered as XX-XXXXXXX.
Business street address	United States only in the current version. No PO boxes.
Website URL	Publicly reachable over https with a visible privacy policy. Unreachable sites are rejected.
Support email and phone	Contact details for the person authorized to register on behalf of the business.
Sample messages	Three examples of what you will actually send. They must match the campaign template you pick.
Opt-in wording	The exact language you use to collect consent: web form, paper, or verbal on a call.

REGISTRATION COSTS MONEY

Treat every submission as final. Brand review shows a cost note before you commit. Campaign submission carries a per-submission carrier fee, and an approved campaign carries a monthly fee set by the volume tier you pick.

3. Register your brand

USE	START HERE	RESULT
Brand registration	Agency Settings > 10DLC Registration > Brand	Carriers verify who your agency is. Done once per agency.

The landing view is a **Compliance Status** card reading n of 5 requirements completed, with an overall badge of Pending Review, In Progress, or compliant. A timeline below it puts **Register Brand** or **Create Campaign** on whichever step is actionable. Until you are fully compliant, an **SMS Messaging is Disabled** alert links to the next step.

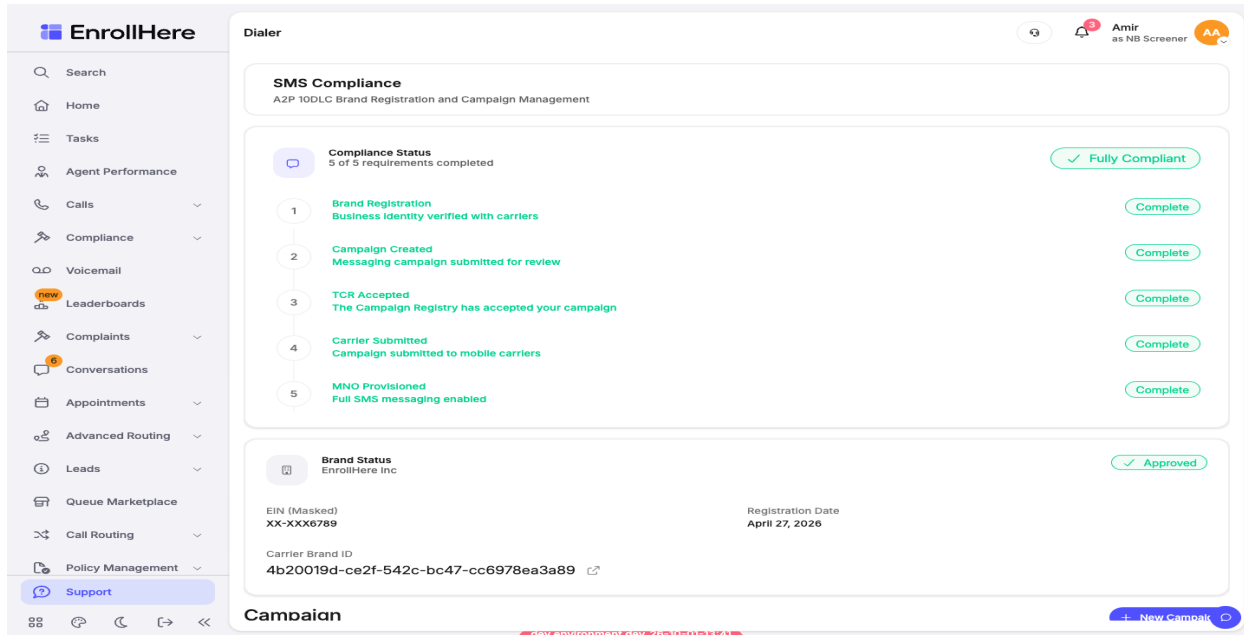


Figure 1. Agency Settings > 10DLC Registration. Work the Brand, Campaign, and Numbers tabs left to right.

1. Go to **Agency Settings > 10DLC Registration** and click **Register Brand**.
2. **Business Information:** Legal Business Name (2 to 120 characters) and EIN in XX-XXXXXXX format.
3. **Business Address:** street, city, state as two uppercase letters, and ZIP as five digits or ZIP+4. United States only.
4. **Contact Information:** website URL, support email, and support phone.
5. **Review and Confirm:** check the read-only summary and the cost note. Tick the box confirming the information is accurate and that you are authorized to register the brand, then submit.

After you submit

The brand sits at **Pending** while carriers review it, then returns **Approved**, **Rejected**, or **Error**. The **Brand Status** card shows your business name, masked EIN, registration date, and carrier brand ID.



Figure 4. Brand Status card. A rejection surfaces the reasons with View Rejection Reasons and Contact Support.

REJECTIONS ARE SPECIFIC

Rejection reasons are usually specific enough to act on directly: an EIN that does not match the legal name, a name that does not match state records, or an address carriers cannot validate. Fix the named field and resubmit once.

4. Register a campaign

USE	START HERE	RESULT
Campaign registration	Agency Settings > 10DLC Registration > Campaign	One approved use case your numbers send on.

Campaign registration is a two-step form: **Campaign Template**, then **Campaign Details**. Approval typically takes two to three business days, and the form gives you an estimate when you start.

1. Click **Create Campaign** once the brand is Approved.
2. Pick a **Campaign Template**. Each card shows the template name, a scrutiny badge, and what it covers. Custom campaigns are not permitted.
3. Complete **Campaign Details** using the field table below.
4. Set **Expected Message Volume** and review the monthly fee it shows.
5. Submit once.

Figure 5. Templates are pre-approved shapes. The more promotional the template, the longer approval takes.

PICK THE NARROWEST TEMPLATE

Pick the template that matches what you will actually send. A broader template chosen to keep options open raises scrutiny and slows approval.

FIELD	NOTES
Campaign Name	3 to 40 characters.
Campaign Description	Auto-populated from the template, with length limits set by that template. Edit it to describe your actual use, but stay inside the template's intent.
Sample Messages 1, 2, 3	Real examples. Carriers reject samples that are near-identical, read as spam, or do not match the template.
Opt-in Description	How people opt in, what they receive, and why. Name the mechanism specifically.
Opt-in / Opt-out Handling	The keywords that subscribe and unsubscribe, comma separated.
Opt-in / Opt-out Message	The automatic replies sent on subscribe and unsubscribe.
Help Keywords and Message	The keywords that request help and the reply. Carriers expect HELP to be answered.
Expected Message Volume	Low or Standard. Pick Standard only above 2,000 messages a day. Drives the monthly fee.

EnrollHere Dialer

Campaigns define how you use SMS messaging. Select a pre-approved template and provide required information. Campaign approval takes approximately 2.5 business days.
Need help choosing a campaign type or filling these fields? We are happy to help.
[Get help](#)

1 Campaign Template 2 Campaign Details

Campaign Details

Name and describe your campaign

Campaign Name

Policy Updates, Appointment Reminders

A descriptive name for your campaign (3-40 characters)

Campaign Description

This campaign sends non-promotional customer service messages including appointment reminders, status updates, and account notifications.

Describe how you will use SMS messaging (40-4096 characters). This is auto-populated from your template.

Sample Message 1

Provide example SMS messages that you plan to send to users.

Sample Message 2

Sample messages must be distinct and match the template.

Figure 6. Campaign Details. Sample messages must be distinct and match the template.

5. Track status and assign numbers

USE	START HERE	RESULT
Status chain + Numbers	Agency Settings > 10DLC Registration > Numbers	Sending numbers attached to a provisioned campaign.

A campaign moves through four states. Only the last one lets you assign numbers or send. The stepper on the campaign card shows where you are.

STATE	WHAT IT MEANS
Created	The submission exists on our side and has gone to The Campaign Registry.
TCR Accepted	The registry accepted the campaign. Carriers have not acted on it yet.
Carrier Submitted	The campaign is with the mobile carriers. This is the step that takes the time.
MNO Provisioned	Carriers provisioned the campaign. The only state with a green check, the only state where you can assign numbers, and the only state that sends.

The screenshot shows the EnrollHere interface with a sidebar on the left containing navigation links like Search, Home, Tasks, Agent Performance, Calls, Compliance, Voicemail, Leaderboards, Complaints, Conversations, Appointments, Advanced Routing, Leads, Queue Marketplace, Call Routing, Policy Management, and Support. The main content area displays a campaign card for 'Dialer'. The card has tabs for 'Brand', 'Campaign', and 'Numbers'. The 'Campaign' tab is active, showing a 'REGISTERED CAMPAIGN' section with details: Campaign Status (MNO Provisioned), Submission Status (Visible), Campaign ID (40-000 10d-0000-0000-0000-000000000000), Registration Date (4/27/2026, 9:47:32 AM), Template (Low Volume Mixed), and Estimated Vol. Limit (Low Volume (~2,000 msgs/day)). Below this is a 'CAMPAIGN NUMBERS' section stating '7 assigned of 49 allowed' and providing a table of assigned numbers.

Phone Number	Status	Last Updated	Error
+12566708336	Active	4/30/2026, 5:42:50 AM	N/A
+12566708336	Active	5/4/2026, 1:48:21 PM	N/A
+12567658173	Active	5/4/2026, 1:48:27 PM	N/A
+12567658176	Pending	5/19/2026, 6:06:21 PM	N/A

Figure 7. Campaign card stepper. Assignment unlocks at MNO Provisioned.

Assign numbers

1. Open the campaign's **Assigned Numbers** panel. It shows numbers assigned of the number allowed and a per-brand limit note.
2. Tick numbers in the checklist. Use **Load more numbers** to page, or **Buy new number** if you need more.
3. Watch the selection and remaining-slot badges. Going over the limit raises an error before you submit.
4. Submit, then confirm each number in the assignments table. Use **Refresh** to reload statuses.

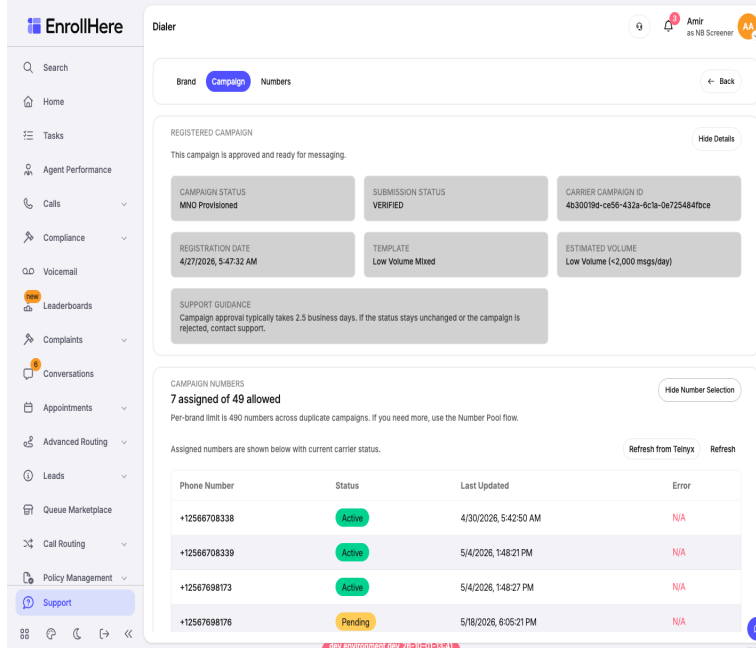


Figure 8. Assign panel. The remaining-slot badge enforces the campaign limit before you submit.

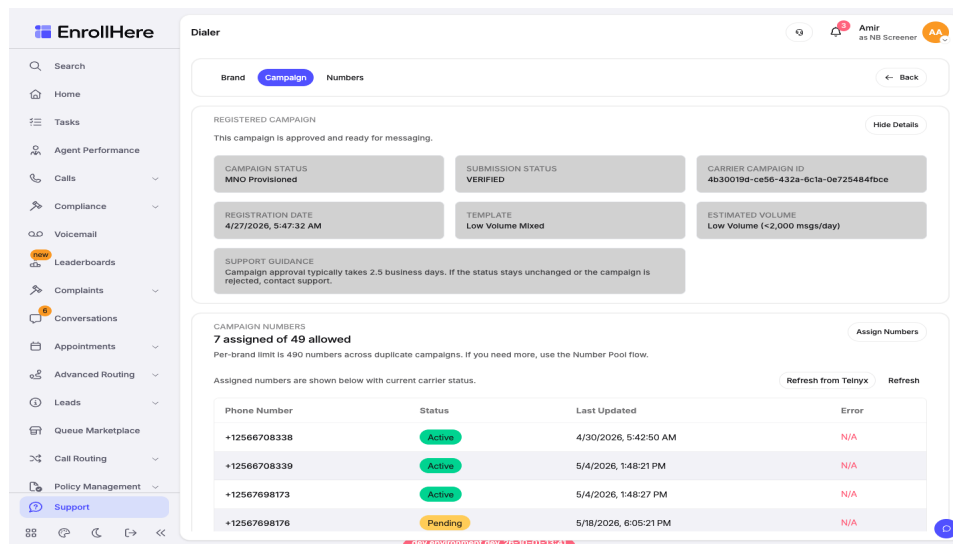


Figure 9. Assignments table. Only Active numbers send.

PENDING IS NOT LIVE

A number sends only once its assignment reads Active. Pending is normal for a short while as the carrier propagates the assignment, but a Pending number cannot send. Check this before you tell a floor texting is live, and raise Pending that persists with support.

FAILED CAMPAIGNS ARE NOT REPAIRED IN PLACE

A campaign in a terminal error shows the error, guidance, and a **New Campaign** button. Register a new campaign. The Brand Status card behaves the same way on a rejection.

6. Numbers and limits

LIMIT	VALUE	WHAT HAPPENS AT THE LIMIT
Numbers per campaign	49	The remaining-slot badge stops you. Register another campaign.
Numbers per brand	490 across all campaigns	Hard carrier ceiling.
Numbers per assignment request	49	Submit in batches.
Campaigns per number	1	Assigning a number already on another campaign is rejected, not silently moved.

Moving a number between campaigns is not self-serve. There is no unassign control in the compliance screens. Raise it with support instead of planning around a reshuffle you cannot perform.

DO NOT TEXT FROM AGENT PERSONAL NUMBERS

Every number that sends has to be registered and maintained, and that upkeep falls on the agency, permanently, scaling with headcount. Each new agent is another number to register. Each departure strands a number on a campaign you cannot reshuffle. A number that drifts out of good standing takes its agent's conversations with it.

Route texting through a small set of agency lines and use line visibility (Section 10) to put the right threads in front of the right agents.

7. Consent, keywords, and disclosures

Once you are live, consent handling runs automatically. You configure the wording. You cannot switch the behavior off, because it is what keeps the agency compliant.

KEYWORD	WHAT HAPPENS
STOP and its variants	The contact is opted out of SMS and receives a stop confirmation. Agents can no longer text them from EnrollHere.
START or UNSTOP	The contact is opted back in and receives a start confirmation.
HELP or INFO	The contact receives your help reply. Consent does not change, and an opted-out contact still gets it.

When two settings could answer the same keyword, the most specific wins: a line-level override beats the campaign setting, and the campaign setting beats the platform default. Keyword replies send as system messages without the STOP disclosure footer. With AI-assisted texting, a STOP is terminal. The AI does not compose a reply to it.

The STOP disclosure footer

Carriers expect outbound messages to tell people how to opt out. EnrollHere appends the disclosure for you, set per line, so a service line and a follow-up line can behave differently.

MODE	BEHAVIOR
First outbound	Append to the first outbound message in a conversation only.
Always	Append to every outbound message.
Periodic	Append on the first outbound message and again once an interval has passed.
Off	Never append. Only appropriate where the disclosure is carried some other way.

DEFAULT IS ALWAYS

A line with no disclosure mode set behaves as Always. That default is deliberate. Where compliance is the risk, over-disclosing is the cheaper mistake.

8. Do-not-contact rules

THE MOST IMPORTANT RULE IN THIS GUIDE

Voice, SMS, and email each hold their own do-not-contact state. They are not one shared list, and they do not cascade automatically in every direction.

A contact who texts STOP is opted out of SMS. That does not stop them being dialed. If you treat STOP as a blanket suppression, you will keep calling somebody who believes they asked you to stop, which is exactly the complaint you are trying to avoid. Decide your floor policy deliberately and train to it.

Employees with lead access can override a channel's do-not-contact state, and the system requires a note so the reason is on the record. Agents cannot override it.

ACTION	STOPS TEXTS	STOPS CALLS
Contact replies STOP	Yes	No
Call dispositioned Do Not Call	Yes, on every lead record sharing the phone number	Yes

The Do Not Call disposition cascade

Dispositioning a call as **Do Not Call** adds the lead to voice do-not-call and also opts the lead out of SMS, including other lead records that share the same phone number. The contact receives a notice that they will not receive further texts and can reply START to opt back in. The cascade is idempotent: re-dispositioning an already opted-out lead does not resend the notice.

CUSTOM DNC DISPOSITIONS

The cascade fires on the built-in Do Not Call result. If your agency routes do-not-call through a custom disposition, confirm with support that it triggers the cascade before you rely on it.

9. Who can do what

ROLE	WHAT THEY CAN DO
Agency login	Full access to brand and campaign registration and number assignment.
Employee, 10DLC Compliance = Write	Can run brand and campaign registration.
Employee, 10DLC Compliance = Read	Can view compliance status and assignments. The assign panel shows a Read only badge.

ROLE	WHAT THEY CAN DO
Agents	No access to registration or number assignment. They text, and they cannot override do-not-contact.

KNOWN DEFECT

An employee with 10DLC Compliance set to Write is currently blocked unless they also have User Management set to Write. The fix is awaiting deployment. While it is open, the screen can show a brand card with an empty business name, which looks like a pending submission when nothing was sent. Have an agency login complete the step if in doubt.

10. What your agents get

Once a campaign is provisioned and numbers are Active, agents text from three places: **Conversations** in the sidebar where your agency has it enabled, the **SMS tab** on a lead record, and the **lead panel** beside a live call. All three write to the same thread.

LINE MODEL	WHO SEES WHAT	FITS
Shared	Everyone with access reads every thread on the line.	A shared support desk
Lead-owned	An agent reads only threads for leads they own.	A sales floor

You can mix both models across lines on the same agency, so a customer-service line and a sales line do not have to follow the same rule.

DECIDE WHO CATCHES UNOWNED INBOUND

On a lead-owned line an agent does not see threads for leads nobody owns, so a text from an unrecognized number needs somebody watching for it. An agent still sees a lead's own history from the lead or call panel on a lead-owned line.

Hand your agents the companion **EnrollHere Texting Agent Guide**, which covers the day-to-day mechanics from their side.

11. Setup checklist

1. Collect legal name, EIN, address, website, and support contacts. Verify name and EIN against your state record.
2. Write three genuinely different sample messages and your exact opt-in wording.
3. Register the brand. Wait for **Approved** before continuing.
4. Pick the campaign template that matches what you will actually send.
5. Register the campaign and set keyword replies and expected volume.
6. Wait for **MNO Provisioned**. Nothing before it lets you assign numbers.
7. Assign sending numbers inside the campaign's slot count. Confirm each reads **Active**.
8. Set the STOP disclosure mode on each line.
9. Decide whether a voice do-not-call should also stop texting, and confirm the disposition cascade matches.
10. Confirm each line's visibility model fits the team that works it.
11. Send one real message to a phone you control before anyone works the floor.

12. Troubleshooting

SYMPTOM	CHECK
Messages send but never arrive	Confirm the campaign is MNO Provisioned and the sending number reads Active, not Pending.
Cannot assign numbers	The campaign has not reached MNO Provisioned. Assignment is blocked until it does.
Over-limit error on assign	The campaign allows 49 numbers. Deselect, or register another campaign.
Assignment rejected	The number already belongs to another campaign. Contact support to move it.
Number stuck on Pending	Normal briefly during carrier propagation. Raise persistent Pending with support.
Brand rejected	Open View Rejection Reasons. Fix the named field: name, EIN, or address.
Campaign in terminal error	Use New Campaign. Failed campaigns are not repaired in place.
Employee with Write cannot submit	Known defect: also grant User Management = Write or use an agency login.
Brand card shows empty business name	Nothing was submitted. Same defect. Complete the step from an agency login.
Opted-out contact still being dialed	Expected. STOP is SMS-only. Disposition Do Not Call to cover voice.
Custom DNC did not stop texting	The cascade fires on the built-in Do Not Call result. Confirm with support.

13. Related guides

- **EnrollHere Texting Agent Guide.** Where agents text from, what happens automatically, and the opt-out rule.
- **Automations, Workflows & Tasks.** Appointment reminder and no-show SMS workflows.

Recommended starting point: verify legal name and EIN against the state record → register the brand → pick the narrowest campaign template.